

IDENTIFYING THE ITEMS MOST RELEVANT TO A CURRENT QUERY BASED  
ON ITEMS SELECTED IN CONNECTION WITH SIMILAR QUERIES

ABSTRACT OF THE DISCLOSURE

The present invention provides a software facility for identifying the items  
5 most relevant to a current query based on items selected in connection with similar queries.  
In preferred embodiments of the invention, the facility receives a query specifying one or  
more query terms. In response, the facility generates a query result identifying a plurality of  
items that satisfy the query. The facility then produces a ranking value for at least a portion  
of the items identified in the query result by combining the relative frequencies with which  
10 users selected that item from the query results generated from queries specifying each of the  
terms specified by the query. The facility identifies as most relevant those items having the  
highest ranking values.